AMENDMENT AND PRESENTATION OF CLAIMS

Please replace all prior claims in the present application with the following claims.

1. (Currently Amended) A <u>social network</u> system ~~providing one or more users with a unique private personal network formed from contacts with one or more entities known or linked directly or indirectly to the user, characterised in that said unique private personal network provides respective interrelationship context information associated between at least two entities and/or between an entity and the user~~ <u>comprising</u>:

<u>at least one host computer processor connectable to at least one data network;</u>

<u>a database accessible over said data network; and</u>

<u>a plurality of data input devices connectable to said data network,</u>

<u>wherein said system is configured to provide each user entity with a virtual, unique, private, personal, social network (herein a 'social network') formed from connections between contacts, said contacts being entities connected directly or indirectly to a user entity, said social network further providing respective interrelationship context information associated with a connection between at least two contacts and/or between a contact and said user.</u>

2. (Original) The system as claimed in claim 1 wherein entities includes any individual, family, personal or organised network, organisation, club, society, company, partnership, religion, or entity that exists as a particular and discrete unit.

3. (Original) The system as claimed in claim 1, wherein said system includes for each entity one or more entity attributes, including at least one identifying characteristic.

4.   (Original)   The system as claimed in claim 3, wherein the interrelationship context information includes one or more entity attributes.

5.   (Original)   The system as claimed in claim 4, wherein said entity attributes include information regarding personal details, factors or interests; friends; relations; school alumni; employment factors; business colleagues; professional acquaintances; sexual preferences, persuasions, or proclivities; sporting interests; entertainment, artistic, creative or leisure interests; travel interests, commercial, religious, political, theological or ideological belief or opinions; academic, scientific, or engineering disciplines; humanitarian, social, security/military or economic fields and any combination of same.

6.   (Canceled)

7.   (Currently Amended)   The system as claimed in claim 1, wherein said interrelationship context information includes a connection factor indicative of the separation between ~~an entity~~ two contacts and/or between a contact and the user.

8.   (Canceled)

9.   (Currently Amended)   The system as claimed in claim [[6]] 3, wherein said entity attributes are stored in an entity data record stored in said database.

10.   (Original)   The system as claimed in claim 3, wherein said organised network entities may be formed by groups of individual entities possessing one or more common entity

attributes.

11.   (Currently Amended)   The system as claimed in claim 3, wherein access to the interrelationship context information between the user and said ~~entities~~ <u>contacts</u> is restricted.

12.   (Original)   The system as claimed in claim 11, wherein said restricted access is restricted according to the existence of specified entity attributes.

13.   (Currently Amended)   The system as claimed in claim 11, wherein said restricted access is <u>user-defined</u> ~~defined by the user~~.

14.   (Canceled)

15.   (Currently Amended)   The system as claimed in claim [[14]] <u>1</u>, wherein the ~~or each of the users or entities~~ <u>user entity and contacts</u> in each ~~said unique private personal~~ <u>social</u> network are represented as nodes, each node being at the origin of an individual ~~personal~~ <u>user's</u> <u>social</u> network consisting of the user and a variable number of additional nodes.

16.-20.   (Canceled)

21.   (Currently Amended)   The system as claimed in claim [[14]] <u>1</u>, wherein ~~a node becomes part of the~~ <u>an entity joins said social</u> network system by independent registration or by accepting an invitation from a <u>user entity to become a contact directly connected to the user</u> ~~registered node~~.

22. (Canceled)

23. (Currently Amended)   The system as claimed in claim [[14]] 1, wherein said connections between contacts include:

~~nodes included~~ entities in the database system indirectly connected or unconnected to a user ~~may become~~ becoming directly connected contacts by mutual agreement;

two entities becoming directly connected contacts by one entity sending an invitation and the other accepting;

two entities indirectly connected through any number of intermediate entities are defined as being "connected"; and

two entities existing independently in the database system or a unique private personal network with no intermediate connecting entities are defined as "disconnected".

24.-26. (Canceled)

27. (Currently Amended)   The system as claimed in claim [[14]] 1, wherein said interrelationship context information includes a connection factor indicative of the separation between ~~an entity~~ a contact and the user entity, said connection factor incorporating a connection path length between two contacts ~~nodes~~, given by the number of connections in a chain of contacts ~~nodes~~ separating two contacts ~~nodes~~.

28. (Currently Amended)   The system as claimed in claim 27, wherein said connection factor incorporates the degree of separation between two contacts ~~nodes~~ and is equal to the

shortest connection path length of all the available connection paths between the <u>contacts</u> ~~nodes~~, wherein a <u>direct contact</u> ~~node that is~~ directly connected to another <u>contact</u> ~~node~~ is ~~a "direct contact" giving a~~ "1st degree contact," and has a connection path of one, two <u>contacts</u> ~~nodes~~ connected via one intermediate <u>contacts</u> ~~node~~ are "2nd degree contacts," and have a connection path length of two, and wherein any two <u>contacts</u> ~~nodes~~ whose shortest connection path is via "N-1" <u>contacts</u> ~~nodes~~, with a path length of "N" have an "Nth" degree contact, where "N" is an integer.

29. (Currently Amended) The system as claimed in claim [[14]] <u>1</u>, wherein an application or communication is initiated by one or more <u>entities</u> ~~nodes~~, and responded to by one or more further <u>entities</u> ~~nodes~~.

30. (Currently Amended) The system as claimed in claim [[29]] <u>97</u>, wherein said ~~users may search for~~ <u>user entities are provided with searchable access to locate</u> other <u>contacts to establish interest in conducting</u> ~~nodes that desire to conduct~~ an application or communication~~,~~ ~~optionally selecting to be notified of future such events~~.

31. (Currently Amended) ~~The~~ <u>A social network</u> system ~~as claimed in claim 28,~~ comprising:

at least one host computer processor connectable to at least one data network;

a database accessible over said data network; and

a plurality of data input devices connectable to said data network,

wherein said system is configured to provide each user entity with a virtual, unique, private, personal, social network formed from connections between contacts, said contacts being

entities connected directly or indirectly to a user entity, wherein said social network is configured to:

provide respective interrelationship context information associated with a connection between at least two contacts and/or between a contact and said user, said interrelationship context information including a connection factor indicative of the degree of separation between a contact and the user, said connection factor incorporating a connection path length between two contacts, given by the number of connections N in a chain of contacts separating two contacts; and

~~wherein said system is configured to~~ allow a user _entity_ to apply a selective interaction with other _contacts_ ~~nodes~~ for a predetermined activity by controlling the value of Nth degrees _of connections separating the user from a_ contact ~~of nodes~~ to be included, where N is a variable determined by the user.

32. (Original) The system as claimed in claim 31, wherein said predetermined activity includes instigating, continuing, terminating or responding to an application, search, communication, and/or selective information distribution.

33. (Currently Amended) The system as claimed in claim 32, ~~wherein a user engaged in one or more said predetermined activities may specify the action to apply to all degrees of contact in the user's unique private personal network," at any connection path length, or the entire system network of all nodes, including those who are not connected to the user~~ wherein said applications include consumer decisions, buying, selling, trading loaning; finding flatmates/roommates, tenants; organising activities and events, recommendations/opinions including those related to films, plays, books, employment, services, tradesmen, accommodation,

restaurants, comparison and explorations of common interests; sharing peer-to-peer personal or business creative work or content, including photos, art-work, literature, music; managing a club or society; locating/supplying/"blacklisting" providers of goods or services; business or technological advice unsuitable for publication; recruitment, job-seeking; estate agents; venture capital; collaborative ventures; referrals; police/security information gathering/informants; event manager; address book manager; search engines; headhunting; book mark service; spam filtering; car sharing; sales leads; market entry advice; real-estate; sharing files; company knowledge management; medical advice; travel organiser, lending/borrowing; house-sitting; baby-sitting; classified advertisements; finding musicians.

34.   (Currently Amended)   The system as claimed in claim [[29]] 97, wherein said applications include consumer decisions, buying, selling, trading loaning; finding flatmates/roommates, tenants; organising activities and events, recommendations/opinions including those related to films, plays, books, employment, services, tradesmen, accommodation, restaurants and the like, comparison and explorations of common interests, e.g. horse riding, snowboarding, etc; sharing peer-to-peer personal or business creative work or content, e.g. including photos, art-work, literature, music; managing a club or society; locating/supplying/"blacklisting" providers of goods or services; business or technological advice unsuitable for publication; recruitment, job-seeking; estate agents; venture capital; collaborative ventures; referrals; police/security information gathering/informants; event manager; address book manager; search engines; headhunting; book mark service; spam filtering; car sharing; sales leads; market entry advice; real-estate; sharing files; company knowledge management; medical advice; travel organiser, lending/borrowing; house-sitting; baby-sitting; classified advertisements; finding musicians.

35.   (Currently Amended)   The system as claimed in claim [[29]] 31, wherein said system permits conducting applications with networks ~~outside~~ external to the network system ~~network~~.

36.   (Currently Amended)   The system as claimed in claim [[16]] 31, wherein said system includes for each entity one or more entity attributes, including at least one identifying characteristic, and wherein access to at least a portion of ~~the~~ said identifying characteristics of each entity ~~node~~ is restricted.

37.   (Currently Amended)   The system as claimed in claim [[22]] 36, wherein each ~~node~~ user entity may only access the name and contact details of direct contacts in the user's social ~~its unique private personal~~ network.

38.   (Currently Amended)   The system as claimed in claim [[28]] 31, wherein[[,]] a user entity ~~node~~ can only see the number or partial name of contacts ~~nodes~~ connected within each of the user's N degrees contacts of greater than ~~the~~ a second degree of separation.

39.   (Currently Amended)   The system as claimed in claim [[28]] 31, wherein communication between entities may be restricted to contact solely via the system according to the degree of separation between the entities.

40.   (Currently Amended)   The system as claimed in claim 37, wherein only a user's direct contacts ~~contact(s)~~ are provided with the user's contact details enabling communication

independently of the system.

41.   (Currently Amended)   The system as claimed in claim [[28]] 32, wherein said
system provides a filter for ~~any form of~~ electronic communication by prioritising
communications from entities in the user's ~~unique private personal~~ social network within a
defined degree of separation, over other communications.

42.   (Canceled)

43.   (Currently Amended)   The system as claimed in claim [[42]] 97, wherein ~~said~~ a
user's role is designated ~~role is chosen~~ by the user.

44.   (Canceled)

45.   (Currently Amended)   The system as claimed in claim [[42]] 97, wherein said roles
include at least one of provider, participant, or facilitator roles.

46.   (Currently Amended)   The system as claimed in claim [[28]] 31, wherein a user
entity may selectively control access to ~~the~~ its identifying characteristics ~~of itself and or~~ and/or,
with consent, any contacts ~~nodes~~ within a ~~permitted~~ selected degree of separation from the user.

47.   (Original)   The system as claimed in claim 46, wherein said selective control is
variable according to the predetermined activity being undertaken.

48.   (Currently Amended)   The system as claimed in claim [[47]] 97, wherein said system automatically updates changes in the identifying characteristics, contact details, entity attributes, and any other data associated with and/or inputted by a contact node and records same in associated with each entity/contact entity/node.

49.   (Currently Amended)   The system as claimed in claim 48, wherein said system automatically maintains connectivity between contacts nodes following changes in a nodes contact's contact details and/or the integrity of any aspect of a predetermined activity dependant on the contents of said entity data records of the contacts nodes involved by virtue of said automatic updating.

50.   (Currently Amended)   The system as claimed in claim 49, wherein the system auto-synchronises the contact details of entities contacts accessible to the user with electric contact details stored in an electronic or data storage media connected by the user to the system.

51.-53.   (Canceled)

54.   (Currently Amended)   The system as claimed in claim [[37]] 32, wherein a user is provided with searchable access to sources including said data records, identifying characteristics, contact details, entity attributes, and said predetermined activities.

55.   (Currently Amended)   The system as claimed in claim 54, wherein said searchable sources includes supplementary attributes detailing specific details of the entity relevant to a particular application or predetermined activity.

56.   (Currently Amended)   The system as claimed in claim 54, wherein said a user

entity may prohibit the recordal of any or all details stored or potentially stored in their respective

entity data record from being searchable and/or stored on said system.

57.   (Currently Amended)   The system as claimed in claim [[54]] 55, wherein said

~~users~~ entities are provided with searchable access to the system to search for entities matching a

predetermined profile composed of user-defined entity attributes, identifying characteristics,

supplementary attributes, predetermined activities or any combination of same.

58.   (Currently Amended)   The system as claimed in claim [[57]] 54, wherein said

system is ~~capable of~~ configured for contacting and/or conveying information to entities matching

a said predetermined profile.

59.   (Currently Amended)   The system as claimed in claim [[57]] 54, wherein said

database is searchable for entities matching a predetermined profile.

60.   (Currently Amended)   The system as claimed in claim 54, wherein said searchable

access is available only to prescribed users meeting defined eligibility criteria.

61.   (Canceled)

62.   (Currently Amended)   The system as claimed in claim [[61]] 60, wherein said

eligibility criteria includes a paying a subscription to said system.

63.   (Currently Amended)   The system as claimed in claim [[61]] 55, wherein said searchable access is available only to prescribed users meeting defined eligibility criteria, wherein said eligibility criteria definition ~~may be based on any of the above described~~ includes criteria selected from at least one of said entity attributes, identifying characteristics, ~~characteristic including said~~ supplementary attributes, or combination of same.

64.   (Currently Amended)   The system as claimed in claim [[61]] 60, wherein said eligibility requirement includes payment for use of the system ~~include~~ in the form of at least one of: a subscription[[,]]; one-off payment[[,]]; an on-going time-based payment[[,]]; be based on the quantity or nature of database search results[[,]]; be based on the number and type of successful outcomes from use of the services, or any combination of same.

65.   (Currently Amended)   The system as claimed in claim 64, wherein payment is ~~may be~~ related to the success of a predetermined activity undertaken by the user entity.

66.   (Currently Amended)   The system as claimed in claim [[42]] 65, wherein ~~a reward is provided to~~ an entity is rewarded according to their success in fulfilling ~~their~~ a designated role in a predetermined activity.

67.   (Currently Amended)   The system as claimed in claim [[45]] 66, wherein ~~a reward is given to a~~ said designated roles include provider, participant and facilitator, and wherein said facilitator is rewarded for aiding in linking a provider with a participant.

68.   (Original)   The system as claimed in claim 67, wherein a reward recipient is chosen by the provider or facilitator entity.

69.   (Currently Amended)   The system as claimed in claim [[20]] 57, wherein ~~said~~ an individual ~~users~~ user entity may choose to optionally restrict access to part or all of their stored data in their entity data record to other users with particular identifying characteristics, supplementary attributes and/or entity attributes.

70.   (Currently Amended)   The system as claimed in claim [[1]] 99, wherein said system allows a user entity access to the system across a data network, including the Internet, an intranet; wide and local area networks; a telephone or pager networks, telephone-based text-messaging or facsimiles; automated ~~mailserver~~ mail-server systems; power transmission networks, wireless networks; networks comprised of other telecommunication links; postal or courier services and the like.

71.-79.   (Canceled)

80.   (Currently Amended)   The system as claimed in claim [[29]] 99, implemented for a new application by the identification of; ~~possible~~ participating entity roles; applicable social rules; any specific restrictions or special features related to participating entities; and; motivations of participants for different roles.

81.   (Currently Amended)   The system as claimed in claim [[57]] 99, further providing user entities with searchable access to the system to search for entities matching a predetermined

profile composed of user-defined entity attributes, identifying characteristics, supplementary

attributes, predetermined activities or any combination of same, wherein criteria for matching a

predetermined profile in a search of said database includes one or more external factors.

82.   (Currently Amended)   The system as claimed in claim 81, wherein said external

factors are included in the criteria for matching a predetermined profile according one or more

~~user defined~~ user-defined rules.

83.   (Currently Amended)   The system as claimed in claim [[3]] 99, wherein said

system records a ~~user's~~ user entity's recommendations regarding consumer items and/or services

as part of ~~the~~ a user's data record.

84.   (Original)   The system as claimed in claim 83, further including a hyperlink

connection to a web site of a manufacturer of recommended product.

85.   (Currently Amended)   The system as claimed in claim [[84]] 83, wherein a

financial, product or service reward is provided to an entity by a manufacturer according to a

predetermined number of hyperlink accesses attributed to the user' recommendation.

86.   (Currently Amended)   The system as claimed in claim 83, wherein a manufacturer

~~may~~ directly ~~subsidise the~~ subsidies the company hosting the searchable database system

according to the total number of recommendations~~, whilst optionally, the individual system users~~

~~may receive a proportionally discounted subscription to the system~~.

87. (Original)   The system as claimed in claim 83, wherein said service and/or product providers receive a predetermined number of recommendations without charge after which they are invited to pay a fee to be maintained as a searchable term on the database.

88. (Currently Amended)   The system as claimed in claim 83, wherein said system monitors all successful recommendations and provides a <u>reward</u> <s>discount</s> to the relevant entities.

89. (Currently Amended)   The system as claimed in claim 31, further including automated dialing via a Public Switched Telephone Network (PSTN) through a web-based function allowing <s>the</s> <u>a</u> user <u>entity</u> to request the telephone network to make a call to two or more <u>contacts</u> <s>entities</s> involved in a predetermined activity and connect them via a bridge in the network.

90. (Canceled)

91. (Currently Amended)   The system as claimed in claim [[1]] <u>97</u>, further including Mobile Notification Services to allow <s>the</s> <u>a</u> user <u>entity</u> to <s>optionally and</s> selectively receive alerts, in the form of a Short-Message (SMS), Enhanced SMS (EMS), Multi-Media Message (MMS), plain email, a paging message, or other message format sent to a mobile communication device.

92. (Currently Amended)   The system as claimed in claim 91, further including Data Application Services enabling <s>users</s> <u>user entities</u> to optionally and selectively initiate or receive data communications related to their unique social network(s) via SMS, EMS, MMS, email, WAP, paging, or other wireless application communication data format.

93. (Currently Amended)   The system as claimed in claim [[1]] 97, further including Location-Based Services enabling users to ~~utilise~~ augment interaction with ~~the benefit of~~ their ~~unique~~ social network taking ~~account of their physical location determined by~~ using user-location data from position location systems including one or more of: mobile-phone ~~cellsite~~ cell-site location, GPS location, manual or menu-driven location selection, and/or any combination of same ~~or other known position location systems~~.

94. (Canceled)

95. (New)   The system as claimed in claim 15, further including a means of visually displaying the interconnections between the nodes.

96. (New)   The system as claimed in claim 95, wherein a user's social network may be visually represented on an electronic display in one or more of the following forms, including:

a solid line indicating entities who have joined or have consented to join the user's social network;

dotted lines indicating entities who have been invited but they have not joined the user's social network;

different symbols to differentiate between nodes representing different types of entities;

different symbols to depict nodes representing entities who are individuals and those representing organisations;

symbols at least partially resembling people to depict nodes representing actual individuals;

different symbols, colours, animations and/or sounds for a node to indicate the existence

of defined information of interest including a particular predetermined activity, identifying

characteristic, entity attribute, or other data recorded in a nodes data record;

different colours/symbols for different roles in a specific application;

displaying further defined information of interest or permitted actions when positioning a

cursor or visual indicator over a node depending, and varying the information displayed

depending on the user's degree of separation from the node;

nodes representing a person or an organised network also showing a numerical indication

of the number of direct contacts associated with the node;

a indicative, non-literal indication of the number of links to a node if number exceeds a

defined value, with a numerical value showing the actual number of connections;

user customisable representations for nodes, including images, photographs and figures;

and

different visual appearance of a node symbol to indicate the status of an activity.

97.   (New)   A social network system comprising:

at least one host computer processor connectable to at least one data network;

a database accessible over said data network; and

a plurality of data input devices connectable to said data network,

wherein said system is configured to provide each user entity with a virtual, unique,

private, personal, social network formed from connections between contacts, said contacts being

entities connected directly or indirectly to a user entity, and wherein said social network is

configured to implement applications allowing individual user entities to at least partially define

at least one of:

the user's participation and degree of interaction in said application;

the user's visibility and/or accessibility to other contacts or entities with respect to said application; and/or

the user's role in said application.

98. (New) The system as claimed in claim 97, wherein said application is instigated from an entity or organised networks external to said system.

99. (New) A social network system comprising:

at least one host computer processor connectable to at least one data network;

a database accessible over said data network; and

a plurality of data input devices connectable to said data network,

wherein said system is configured to provide each user entity with a virtual, unique, private, personal, social network formed from connections between contacts, said contacts being entities connected directly or indirectly to a user entity, wherein said social network is configured to implement applications allowing individual user entities to perform one or more roles, and wherein said roles include:

a provider, being an entity providing a tangible or intangible item, element, issue or service made available to at least one other entity; and

a participant, being an entity utilising said provider's tangible or intangible item, element, issue or service.

100. (New)   The system as claimed in claim 99, wherein said role further include a facilitator, being an entity providing a link or facilitating interaction between a provider and participant.

101. (New)   The system as claimed in claim 99, wherein the degree and nature of a participant utilising said provider's tangible or intangible item, element, issue or service is at least partially participant-definable.

102. (New)   The system as claimed in claim 99, wherein said item, element, issue or service is selectively made available by said provider to other entities with predetermined entity attributes, said entity attributes including at least one identifying characteristic, information regarding personal details, contact details, factors or interests; friends; relations; school alumni; employment factors; business colleagues; professional acquaintances; sexual preferences, persuasions, or proclivities; sporting interests; entertainment, artistic, creative or leisure interests; travel interests, commercial, religious, political, theological or ideological belief or opinions; academic, scientific, or engineering disciplines; humanitarian, social, security/military or economic fields; and any combination of same.

103. (New)   The system as claimed in claim 99, wherein said applications include consumer decisions, buying, selling, trading loaning; finding flatmates/roommates, tenants; organising activities and events, recommendations/opinions including those related to films, plays, books, employment, services, tradesmen, accommodation, restaurants, comparison and explorations of common interests; sharing peer-to-peer personal or business creative work or content, including photos, art-work, literature, music; managing a club or society;

locating/supplying/"blacklisting" providers of goods or services; business or technological advice unsuitable for publication; recruitment, job-seeking; estate agents; venture capital; collaborative ventures; referrals; police/security information gathering/informants; event manager; address book manager; search engines; headhunting; book mark service; spam filtering; car sharing; sales leads; market entry advice; real-estate; sharing files; company knowledge management; medical advice; travel organiser, lending/borrowing; house-sitting; baby-sitting; classified advertisements; and finding musicians.

104.   (New)   The system as claimed in claim 86, wherein individual system user entities receive a proportionally discounted subscription to the system.

105.   (New)   The system as claimed in claim 103, further comprising Location-Based Services enabling users to augment implementations of said applications with their social network using user-location data from position location systems including one or more of mobile-phone cell-site location, GPS location, manual or menu-driven location selection, and/or any combination of same,

wherein information generated by said applications for communication between a user entities contacts' is at least partially derived from and/or designated by said location data.

106.   (New)   A method of creating a unique private personal social network for a user entity using a system including at least one host computer processor connectable to at least one data network, a database accessible over said data network, and a plurality of data input devices connectable to said data network,

said system being configured by said method to provide each user entity with a virtual, unique, private, personal, social network formed from connections between contacts, said contacts being entities connected directly or indirectly to a user entity, said method including the steps of:

receiving a user entity data input including at least one identifying characteristic of the user entity and recording said data input in a corresponding entity data record;

receiving a further user entity data input including at least one identifying characteristic of one or more entities known directly or indirectly to said user entity and chosen by said user entity for invitation to the user entity's social network as a contact;

communicating said invitation to said chosen entities;

recording each consenting entity accepting said invitation as a new contact connected to the user entity and storing at least the identifying characteristic of each new contact in a corresponding database entity data record;

repeating the above steps for each consenting entity to create corresponding individual, unique, private, personnel social networks, collectively forming a plurality of social networks on said system, inter-connected by mutually connected contacts; and

providing searchable access to at least part of the entity data records stored in said database.

107.   (New)   The method of claim 106, wherein one or more entity attributes are recordable by said entities in their entity data records, said entity attributes include information regarding personal details, factors or interests; friends; relations; school alumni; employment factors; business colleagues; professional acquaintances; sexual preferences, persuasions, or proclivities; sporting interests; entertainment, artistic, creative or leisure interests; travel interests,

commercial, religious, political, theological or ideological belief or opinions; academic,

scientific, or engineering disciplines; humanitarian, social, security/military or economic fields;

and any combination of same.

108.   (New)   The method of claim 106, wherein said user entities utilise said social

networks to undertake, or participate in predetermined activities includes instigating, continuing,

terminating or responding to an application, search, communication, and/or selective information

distribution.

109.   (New)   The method as claimed in claim 108, wherein said applications include

consumer decisions, buying, selling, trading loaning; finding flatmates/roommates, tenants;

organising activities and events, recommendations/opinions including those related to films,

plays, books, employment, services, tradesmen, accommodation, restaurants, comparison and

explorations of common interests; sharing peer-to-peer personal or business creative work or

content, including photos, art-work, literature, music; managing a club or society;

locating/supplying/"blacklisting" providers of goods or services; business or technological advice

unsuitable for publication; recruitment, job-seeking; estate agents; venture capital; collaborative

ventures; referrals; police/security information gathering/informants; event manager; address

book manager; search engines; headhunting; book mark service; spam filtering; car sharing; sales

leads; market entry advice; real-estate; sharing files; company knowledge management; medical

advice; travel organiser, lending/borrowing; house-sitting; baby-sitting; classified

advertisements; and finding musicians.

110. (New) The method as claimed in claim 109, wherein said applications are implemented by allowing individual user entities to at least partially define at least one of:

the user's participation and degree of interaction in said application;

the user's visibility and/or accessibility to other contacts or entities with respect to said application; and/or

the user's role in said application.

111. (New) The method as claimed in claim 107, wherein user entities are periodically provided with indicative information relating to additional new entities recorded on said database with an entity attribute matching that recorded in the user entities' user data record.

112. (New) The method as claimed in claim 111, wherein said indicative information provides at least part of the data contained in the respective entity user data records of the new user entities, or a numerical indication of one or more of:

new recorded entities;

new or altered identifying characteristics; or

entity attributes of existing stored entities.

113. (New) The method as claimed in claim 108, implemented for a new application by the identification of:

participating entity roles;

applicable social rules;

any specific restrictions or special features related to participating entities; and

motivations of participants for different roles.

114.   (New)   A social network software application configured for implementation with a social network system including at least one host computer processor connectable to at least one data network, a database accessible over said data network, and a plurality of data input devices connectable to said data network, said system configured to provide each user entity with a virtual, unique, private, personal, social network formed from connections between contacts, said contacts being entities connected directly or indirectly to a user entity, wherein said social network application is configured to allow individual user entities to at least partially define at least one of:

the user entity's participation and degree of interaction in said application;

the user entity's visibility and/or accessibility to other contacts or entities with respect to said application; and/or

the user entity's role in said application.

115.   (New)   A social network application as claimed in claim 114, wherein said application is implemented by a third party entity external to said social network system.

116.   (New)   A social network application as claimed in claim 114, wherein said system provides an open-platform for development of third party social network software applications.

117.   (New)   A method of operating a social network system including at least one host computer processor connectable to at least one data network, a database accessible over said data

network, and a plurality of data input devices connectable to said data network, said method comprising:

configuring said system to provide each user entity with a virtual, unique, private, personal, social network formed from connections between contacts, said contacts being entities connected directly or indirectly to a user entity; and

providing respective interrelationship context information associated with a connection between at least two contacts and/or between a contact and said user.

118.   (New)   A method as claimed in claim 117, wherein said method configures the social network such that:

said interrelationship context information including a connection factor indicative of the degree of separation between a contact and the user, said connection factor incorporating a connection path length between two contacts, given by the number of connections N in a chain of contacts separating two contacts; and

a user entity is able to apply a selective interaction with other contacts for a predetermined activity by controlling the value of Nth degrees of connections separating the user from a contact to be included, where N is a variable determined by the user.

119.   (New)   A method of operating a social network system including at least one host computer processor connectable to at least one data network, a database accessible over said data network, and a plurality of data input devices connectable to said data network, said method comprising:

configuring said system to provide each user entity with a virtual, unique, private, personal, social network formed from connections between contacts, said contacts being entities connected directly or indirectly to a user entity; and

configuring said social network to implement applications allowing individual user entities to perform one or more roles, wherein said roles include:

a provider, being an entity providing a tangible or intangible item, element, issue or service made available to at least one other entity; and

a participant, being an entity utilising said provider's tangible or intangible item, element, issue or service.

120.   (New)   A method of operating a social network system including at least one host computer processor connectable to at least one data network, a database accessible over said data network, and a plurality of data input devices connectable to said data network, said method comprising:

configuring said system to provide each user entity with a virtual, unique, private, personal, social network formed from connections between contacts, said contacts being entities connected directly or indirectly to a user entity; and

configuring said social network to implement applications allowing individual user entities to at least partially define at least one of:

the user's participation and degree of interaction in said application;

the user's visibility and/or accessibility to other contacts or entities with respect to said application; and/or

the user's role in said application.